

Asset-Out™



Innovate and get to market faster using your existing assets

Your factories are full of innovation potential - we identify exactly how to harness it.

We uncover the unexpected innovation possibilities that already exist in your factories. Asset Out identifies opportunities for new products and turns them into new revenue.

Since there's no need to invest in new technology or infrastructure, you can move quickly to product launch.

If you're facing these problems, Asset-Out is for you:

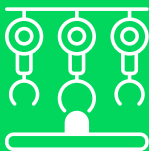
We need to respond faster to changing market conditions

Marketing comes up with wild ideas but R&D keeps saying no

We're struggling to keep pace with niche players

We keep coming up with the same ideas

We spend a lot of money testing ideas that don't launch because they're not feasible



Step 1

Re-imagine the fixed precision of your plant line as a set of product attributes you can alter. We call these building blocks



Step 2

Answer consumer needs by generating ideas using only these building blocks



Feasible, low-CapEx innovations built on genuine consumer needs

20-30%

of manufacturing lines are underutilised

90%

of innovation market failures required costly manufacturing upgrades.

That's £5bn a year wasted in the UK alone.

Asset-Out innovation benefits

Create short term pipelines easily - just pick from our catalogue of product feature options

Create a framework for technical & marketing teams to build ideas together

Generate reams of exciting ideas within your timeline and CapEx constraints

Ramp up to a profitable scale faster

Launch products that generate profits from their first year

Asset-Out™



Testimonials

Award-winning innovation for Arla

The supply chain ideas actually improved the quality of the innovation sessions. I had never attended an innovation session in the past where we actually ended up with a product on the market. From this piece of work, we've got three products out there, one of which – B.O.B Milk – is probably the most successful NPD launch we've ever had in the UK. That's pretty impressive."

Head of Product Technology Development, Arla Foods

A strong, swift pipeline for Mondelez

"When we come up with concepts from Asset-Out, they're in the realms of things we know we can do, and that we can move forward with quite quickly. So we can get a wider range of ideas to market faster. Through the collaboration that we've had over the last 18 to 24 months with Happen, we now have a much stronger innovation funnel of products that we will launch close to the core, and that's exactly what we wanted. We have a greater portfolio that we can draw upon over the next two to three years."

VP, Chocolate R&D, Mondelez

Brand new product concepts for Glenfiddich

"We came up with a whole range of concepts based on practical things that we can do. We prioritised three to five concepts for immediate action and there are some longer-term experiments too. The next step is starting experiments, using particular types of cask or combinations of cask for example, which we thought could impact this flavour or this colour,... and the process itself might be interesting and lead to the type of story consumers could tell in bars, which helps us think about where we can take the brand."

Marketing Manager, Glenfiddich

Ideal for:
**companies looking
for instant product
innovation**

To learn how you can protect and grow your business with innovations that really work, visit happen.com or get in touch: hello@happen.com
